



Data and Privacy File Guides

Apple Media Services: Purchase Flow Events

February 2025

File name Purchase Flow Events.csv

File description This file contains information related to events associated with the purchase flow of the user.

Why Apple keeps this information Apple retains this information to improve user's purchase experience.

Field Name in English	Field Name	Details
Action Context	Action Context	The page from which the user action was taken
Action Details	Action Details	The specific item on which the user action was taken
Action Type	Action Type	The type of user action taken
Adjusted Event Time	Adjusted Event Time	Event time adjusted to compensate for differences with device clock
Apple ID Number	Apple ID Number	Apple account identifying number
Application Name	Application Name	The name of the application from which the user action was taken
ASN State	ASN State	The value of the ASN (Advance Shipping Notice) setting
Authorization List	Authorization List	A list of authorization details for multiple subscription purchases (e.g., amount, authorization Id, authorization Result, billing Info Id, card Processor, card ProcessorId, etc.)
Billing Information	Billing Information	Billing information of the user (e.g., billingInfo id, card type, store front id, etc.)
BuyInfo Country	BuyInfo Country	Name of country from which the subscription was purchased
BuyInfo Price	BuyInfo Price	Price of subscription to be purchased in the applicable currency, as a decimal number (e.g. 9.99)
BuyInfo Subscription Catalog Name	BuyInfo Subscription Catalog Name	Catalog name of the subscription product purchased
Click Target	Click Target	Identifier for the item searched or clicked by the user
Click Target Type	Click Target Type	The type of item clicked by the user (e.g., button, card, etc.)

Field Name in English	Field Name	Details
Commerce Event-Head of Household ID	Commerce Event-Head of Household ID	The head of household identifier of the commerce event (please note, this will be omitted if it is associated with a third-party)
Commerce Event-Head of Household?	Commerce Event-Head of Household?	Whether the commerce event is head of household
Commerce Flow	Commerce Flow	Commerce server enumerated value for the step in the flow that a user is on (e.g., add_funds)
Commerce Flow Type	Commerce Flow Type	Commerce server enumerated value for the type of flow the user is going through (e.g., content_purchase)
Commerce Purchase List	Commerce Purchase List	A list of Commerce-related purchased details (e.g., purchaseld, adamld, amount, billing, auth amount..etc.)
Correlation ID	Correlation ID	Identifier to associate interactions
Data Location	Data Location	Internal database number where user's information is stored
Dialog Application ID	Dialog Application ID	Identifier of the applications the dialog event occurred
Dialog Application Name	Dialog Application Name	The name of the application the dialog event occurred
Dialog Code	Dialog Code	Identifier for dialogs presented to the user in the App
Dialog ID	Dialog ID	A unique identifier for dialog event
Dialog Price	Dialog Price	The price of the dialog event
Dialog Type	Dialog Type	The type of dialog shown to the user (e.g., SignIn)
Event Date Time	Event Date Time	Date and time on which the activity occurred
Event Type	Event Type	The user action taken on the App (e.g., click, search, enter, exit, etc.)
Family Status	Family Status	The family status (e.g., NON_FAMILY = 1, FAMILY_HOH = 2, FAMILY_NON_HOH = 3)
Fraud Check Result	Fraud Check Result	The result of the fraud check
Fraud Check Status	Fraud Check Status	The status of the fraud check
Free Application Name	Free Application Name	The name of the fee application downloaded
Free Subscription Trial	Free Subscription Trial	Indicates whether the subscription purchase attempted was a free trial or paid buy

Field Name in English	Field Name	Details
Free Subscription Trial	Free Subscription Trial	Indicates whether the subscription purchase attempted was a free trial or paid buy
Hardware Family	Hardware Family	The device family name assigned by the vendor
Hardware Model	Hardware Model	The device model assigned by the vendor
Head of Household ID	Head of Household ID	The consumer identifier for the head of household
Host App Name	Host App Name	The app from which the Apple Media Property functionality was used
Is Billing Error Resolved	Is Billing Error Resolved	Whether the user has recovered from the billing error through Apple-provided on-screen prompts for assistance
Is Visit Extended	Is Visit Extended	Whether the user's visit extends beyond a day
Notification Type	Notification Type	The notification the user received for purchase recovery or price increase, (e.g., Email, Push Notification, In-App Sheet, or a Core Follow-Up Kit)
Operating System	Operating System	Operating system used to complete the action
Operating System Version	Operating System Version	Version of the operating system used to complete the action
Page	Page	The page from which the user action was taken
Page Details	Page Details	Additional information related to the page from which the user action was taken
Page ID	Page ID	The page on which the user action was completed
Page Type	Page Type	Describes the type of page on which the user action was completed
Page URL	Page URL	The internet address of the page on which the user action was completed
Paid Purchased Price	Paid Purchased Price	Price of the paid purchase in the applicable currency, as a decimal number (e.g., 9.99)
Payment Method Added	Payment Method Added	Whether the user has added a payment method
Purchase List	Purchase List	A list of Commerce-related purchased details (e.g., purchaseld, adamld, amount, billing, auth amount..etc.)

Field Name in English	Field Name	Details
Recovery Sub Category	Recovery Sub Category	The sub category of recovery optimization that leads a customer to land on this page
Reference	Reference	URL options for the user to manage their payments
Result Error Key	Result Error Key	The errorkey value of the purchase
Result type	Result type	Whether the purchase event is successful or failed
Store Front	Store Front	The country store front in which the user's action occurred
Store Front Header	Store Front Header	The country store front in which the user's action occurred (alternative)
Topic	Topic	The area of events to which the context relates
User Actions	User Actions	Actions the user took while interacting with a dialog
Visit End Time	Visit End Time	The timestamp of the last event of the user visit
Visit ID	Visit ID	Identifier for the visit session
Visit Start Date	Visit Start Date	The start date of the visit
Visit Start Time	Visit Start Time	The timestamp of the first event of the user visit